



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Cleburne, AL

Top Tapestry Segments:

Southern Satellites	81.7%
Rural Bypasses	9.7%
Rooted Rural	8.5%

Demographic Summary

	2008	2013
Population	14,667	14,989
Households	5,977	6,172
Families	4,366	4,467
Median Age	39.6	41.5
Median Household Income	\$36,247	\$39,307

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	47	\$1,252.20	\$7,484,377
Men's	46	\$226.87	\$1,356,021
Women's	44	\$411.73	\$2,460,908
Children's	57	\$236.70	\$1,414,747
Footwear	40	\$192.04	\$1,147,846
Watches & Jewelry	54	\$120.39	\$719,576
Apparel Products and Services ¹	51	\$64.46	\$385,279
Computer			
Computers and Hardware for Home Use	52	\$108.50	\$648,496
Software and Accessories for Home Use	47	\$13.60	\$81,316
Entertainment & Recreation	64	\$2,367.48	\$14,150,453
Fees and Admissions	44	\$271.51	\$1,622,839
Membership Fees for Clubs ²	47	\$77.84	\$465,237
Fees for Participant Sports, excl. Trips	41	\$47.35	\$283,011
Admission to Movie/Theatre/Opera/Ballet	42	\$62.49	\$373,475
Admission to Sporting Events, excl. Trips	47	\$28.59	\$170,863
Fees for Recreational Lessons	43	\$54.87	\$327,941
Dating Services	66	\$0.39	\$2,312
TV/Video/Sound Equipment	58	\$829.83	\$4,959,912
Community Antenna or Cable TV	64	\$472.91	\$2,826,590
Televisions	49	\$143.51	\$857,772
VCRs, Video Cameras, and DVD Players	60	\$20.04	\$119,808
Video Cassettes and DVDs	58	\$37.80	\$225,958
Video Game Hardware and Software	57	\$20.33	\$121,507
Satellite Dishes	86	\$0.95	\$5,671
Rental of Video Cassettes and DVDs	56	\$28.64	\$171,166
Streaming/Downloaded Video	37	\$0.30	\$1,774
Sound Equipment ³	48	\$102.21	\$610,926
Rental and Repair of TV/Radio/Sound Equipment	54	\$3.14	\$18,740
Pets	79	\$347.99	\$2,079,923
Toys and Games	63	\$94.41	\$564,317
Recreational Vehicles and Fees ⁴	103	\$449.34	\$2,685,682
Sports/Recreation/Exercise Equipment ⁵	62	\$134.90	\$806,281
Photo Equipment and Supplies ⁶	62	\$78.78	\$470,843
Reading ⁷	56	\$160.73	\$960,656
Food	61	\$5,035.21	\$30,095,460
Food at Home	62	\$3,035.49	\$18,143,128
Bakery and Cereal Products	63	\$424.10	\$2,534,832
Meat, Poultry, Fish, and Eggs	63	\$775.44	\$4,634,812
Dairy Products	63	\$350.14	\$2,092,794
Fruit and Vegetables	56	\$465.73	\$2,783,642
Snacks and Other Food at Home ⁸	64	\$1,020.08	\$6,097,048
Food Away from Home	58	\$1,999.72	\$11,952,332
Alcoholic Beverages	47	\$281.52	\$1,682,626
Nonalcoholic Beverages at Home	67	\$295.77	\$1,767,813



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	34	\$347.28	\$2,075,689
Vehicle Loans	75	\$4,319.96	\$25,820,410
Health			
Nonprescription Drugs	77	\$87.12	\$520,696
Prescription Drugs	77	\$434.25	\$2,595,508
Eyeglasses and Contact Lenses	69	\$52.82	\$315,683
Home			
Mortgage Payment and Basics ⁹	53	\$4,804.76	\$28,718,056
Maintenance and Remodeling Services	51	\$1,064.44	\$6,362,132
Maintenance and Remodeling Materials ¹⁰	86	\$358.50	\$2,142,767
Utilities, Fuel, and Public Services	67	\$3,061.47	\$18,298,385
Household Furnishings and Equipment			
Household Textiles ¹¹	55	\$77.13	\$461,007
Furniture	49	\$322.84	\$1,929,621
Floor Coverings	54	\$52.67	\$314,827
Major Appliances ¹²	68	\$206.40	\$1,233,640
Housewares ¹³	50	\$47.75	\$285,375
Small Appliances	65	\$22.70	\$135,706
Luggage	41	\$4.07	\$24,317
Telephones and Accessories	46	\$19.95	\$119,234
Household Operations			
Child Care	47	\$191.63	\$1,145,390
Lawn and Garden ¹⁴	68	\$289.64	\$1,731,194
Moving/Storage/Freight Express	53	\$27.51	\$164,451
Housekeeping Supplies ¹⁵	66	\$503.15	\$3,007,309
Insurance			
Owners and Renters Insurance	72	\$354.27	\$2,117,497
Vehicle Insurance	64	\$899.69	\$5,377,462
Life/Other Insurance	69	\$396.43	\$2,369,437
Health Insurance	69	\$1,408.44	\$8,418,240
Personal Care Products ¹⁶	60	\$258.06	\$1,542,436
School Books and Supplies ¹⁷	47	\$55.82	\$333,665
Smoking Products	79	\$356.81	\$2,132,682
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	69	\$3,578.94	\$21,391,304
Gasoline and Motor Oil	74	\$1,861.03	\$11,123,376
Vehicle Maintenance and Repairs	62	\$617.81	\$3,692,648
Travel			
Airline Fares	42	\$176.70	\$1,056,128
Lodging on Trips	54	\$230.67	\$1,378,738
Auto/Truck/Van Rental on Trips	40	\$15.58	\$93,151
Food and Drink on Trips	55	\$256.25	\$1,531,618

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.